

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Now Disc

Idaho TechHelp

Focused Business Strategy Leads To Huge Growth At Now Disc

Client Profile:

Now Disc Optical Media Solutions is a compact disc duplication company located in Boise, Idaho. Established in 1996, the company employs 30 people in its production facility. In addition to duplicating CD-ROMs, Now Disc also molds and presses its own discs.

Situation:

When Now Disc was launched in 1996, it had few competitors in disc duplication; however, by mid-2001, a number of companies had entered the field. Now Disc was also challenged by additional competition from CD duplication equipment on the Internet. The company recognized that a big step was needed if it was going to separate itself from its competitors. It saw the need for an aggressive growth strategy to become a market leader and further recognized that this would require strategic management skills from both within and outside the organization. Now Disc called in Idaho TechHelp (TechHelp), a NIST MEP network affiliate, to assist it with strategic planning and business advice.

Solution:

Over a two-year period TechHelp helped Now Disc's management team develop and implement a strategic direction which has seen the company evolve into a market leader with state of the art equipment and exclusive technology. TechHelp's professional business advisor worked directly with the company's founder and CEO, Brian Powell, to establish a stronger, expanded Board of Directors and develop strategies to improve decision-making, risk assessment, and development skills among the company's senior management team to support anticipated growth.

Early in 2002, on TechHelp's advice, Now Disc purchased a \$2 million digital printing-machine and started filling large volume custom disc orders, as well as being able to produce anti-piracy digital watermarks. The machine is meeting a demand from software companies for mass-customization and can print 6,000 unique discs per hour. The move to a digital watermark capability and a data duplication process that can handle large amounts of information is transforming Now Disc's operations. After implementing these changes, Now Disc secured several multi-million dollar contracts, spurring exponential growth. Thanks to its far-sighted management team and the assistance of TechHelp, the company was ready to embrace its growth.

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Results:

Invested \$2 million in a state-of-the-art digital printing machine.

Increased capacity.

Secured several multi-million dollar contracts with clients seeking customized discs.

Improved potential to attract major software clients.

Increased potential to process large amounts of information, such as government data.

Created 10 new jobs.

Developed an organizational culture that enables the company to enter period of rapid growth.

Testimonial:

"TechHelp has given us the management help, expertise, and additional resources that a small growing business needs. Its assistance in strategic planning, business planning, board development, and human resource development has definitely made it possible for us to enter a fast growth business cycle."

Brian Powell, President